

MG 12091903



Station Order Revised Add to Schedule FL Vote No on 6 Committee

Market: Tampa-St. Petersburg

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

12019

Contact: Matt Oestreich

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WFLA-TV

Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
WFLA 5a News	EM	M-F	30	\$300.00	1	1		1	1					4
5:00 AM 5:30 AM			30	\$1,200.00										
WFLA 5:30a News	EM	M-F	30	\$550.00								1		1
5:30 AM 6:00 AM			30	\$550.00										
WFLA 5:30a News	EM	M-F	30	\$500.00		1	1	1	1					4
5:30 AM 6:00 AM			30	\$2,000.00										
Today Show	EM	M-F	30	\$2,000.00								1	1	2
7:00 AM 9:00 AM			30	\$4,000.00										
Today Show	EM	M-F	30	\$1,800.00	1	1	1	1	1					5
7:00 AM 9:00 AM			30	\$9,000.00										
Today II	DT	M-F	30	\$1,050.00	1									1
9:00 AM 10:00 AM			30	\$1,050.00										
Dr. Oz	EF	M-F	30	\$725.00					1					1
4:00 PM 5:00 PM			30	\$725.00										
WFLA 5p News	EN	M-F	30	\$1,700.00		1						1		2
5:00 PM 5:30 PM			30	\$3,400.00										
Revolution	PT	M	30	\$7,000.00								1		1
10:00 PM 11:00 PM			30	\$7,000.00										
WFLA 11p News	LN	M-F	30	\$2,500.00			1							1
11:00 PM 11:35 PM			30	\$2,500.00										
Station Gross Totals				\$31,425.00	3	4	3	3	4			4	1	22

Chris Vail

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 9/18/2012 1:57:45 PM

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Media Strategies & Research - VA
 11350 Random Hills Road
 Suite 670
 Fairfax VA 22030

Vote No On 6/ Issue
 Submission Number 133 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vote No On 6/ Issue	Submission Cost:	31425	Campaign Ref:	MG 12091903
Buyer:	..	Client/Product/Estimate:	12019 /0 /	Sales Rep:	WFLA Political
Schedule Dates:	10/29/12 to 11/06/12	Weeks:	2	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Vote No On 6/ Issue	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 5a News MTWTFSS Isolations: W/C 10/29 MT..TF..	01	300	30 Comme	Nbr of Spots 4		4	1200
2	M-F 530a News MTWTFSS Isolations: W/C 11/05 M.....	01	550	30 Comme	Nbr of Spots 1	1	1	550
3	M-F 530a News MTWTFSS Isolations: W/C 10/29..TWTF..	01	500	30 Comme	Nbr of Spots 4		4	2000
4	M-F 7a Today Show MTWTFSS Isolations: W/C 11/05 MT.....	01	2000	30 Comme	Nbr of Spots 2		2	4000
5	M-F 7a Today Show MTWTFSS Isolations: W/C 10/29 MTWTFSS	02	1800	30 Comme	Nbr of Spots 5		5	9000
6	M-F 9a Today Show II MTWTFSS Isolations: W/C 10/29 M.....	01	1050	30 Comme	Nbr of Spots 1		1	1050
7	M-F 4p Dr Oz MTWTFSS Isolations: W/C 10/29 ...F..	03	725	30 Comme	Nbr of Spots 1		1	725
Weekly Totals: Total Spots(Ord Spots)					17	5	22	

Media Strategies & Research - VA
 11350 Random Hills Road
 Suite 670
 Fairfax VA 22030

Vote No On 6/ Issue
 Submission Number 133 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Vote No On 6/ Issue	Submission Cost: 31425	Campaign Ref: MG 12091903
Buyer: ...	Client/Product/Estimate: 12019 /0 /	Sales Rep: WFLA Political
Schedule Dates: 10/29/12 to 11/06/12	Weeks: 2	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
8	M-F 5p News MTWTFSS Isolations: W/C 10/29 .T.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
9	Mon 10p ET / 9p CT Revolution MTWTFSS Isolations: W/C 11/05 M.....	02	7000	30 Comme	Nbr of Spots	1	1	7000
10	M-Su 11p News MTWTFSS Isolations: W/C 10/29 .W....	01	2500	30 Comme	Nbr of Spots	1	1	2500
11	M-F 5p News MTWTFSS Isolations: W/C 11/05 M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
Weekly Totals: Total Spots(Ord Spots)					17	5	22	

Grand Totals			
	10/29	Month 11 Weeks: 4	11/05
Spots	22	17	5
Cost	31425	18175	13250

Grand Totals:	Spots: 22
	Gross Total: 31,425.00
	Commission: 4,713.75
	Net Total: 26,711.25